



PAPER ID: 10A15M



## DEVELOPMENT OF MATERIALISM AMONG ADOLESCENTS IN PAKISTAN

Shahzad Zeb <sup>a</sup>, Asif Khurshid <sup>a</sup>, Muhammad Yar Khan <sup>b\*</sup>, Tahira Awan <sup>c</sup>

<sup>a</sup> Department of Management Sciences, Bahria University Islamabad, Islamabad, PAKISTAN

<sup>b</sup> Department of Management Sciences, COMSATS University Islamabad, Wah Campus, PAKISTAN

<sup>c</sup> Faculty of Management Sciences, International Islamic University Islamabad, PAKISTAN

### ARTICLE INFO

#### Article history:

Received 14 June 2019

Received in revised form 15 July 2019

Accepted 07 August 2019

Available online 24 August 2019

#### Keywords:

Advertisement;  
Self-Esteem; Religious  
Values; Cultural Values;  
Young Generation.

### ABSTRACT

The tendency of materialism is making its roots deeper among adolescents around the world. Similarly, it is a threat for Pakistani youth to lose their cultural and religious values. The study intends to use several factors to predict materialism among adolescents in Pakistan. To find the relationship between the variables such as gender, age, communication with peers, consumption pattern, self-esteem and attention to advertising, the study has been conducted in which questions were asked from young people of different universities to analyze how society and their parents have influence on the development of young generation. Results showed that our young generation is influenced by materialism and that can be seen in their consumption pattern of everyday life.

©2019 INT TRANS J ENG MANAG SCI TECH.

## 1. INTRODUCTION

A number for different in spite of the fact that similar definitions of materialism need to be created from many authors and psychologists (Kilbourne, Grünhagen, & Foley, 2005). Materialism is an introduction which recognizes cash and material questions as discriminating for social advancement and for the personal bliss (Ward & Wackman, 1971). Furthermore, the material support also neglects the higher needs of belonging, nature for aggregation and representation toward oneself (Inglehart, 1981). The subject matter of materialism and It has on impact as in the Greek philosophers. Materialism could make viewed as likewise any over the top depending on customer products to acquire the finish states tendency of desire, uplift confidence, upper economic wellbeing and create handy interactive association (Bindah & Othman, 2012). Materialism is considered a worth that can be explained as organizing primary morals that provide direction to the people's behavior and picks in each day's routines. It is an ongoing phenomenon that increased in the last years with the process of socialization.

\*Corresponding author (M.Yar Khan). Tel: +92 333 8575478. E-mail: muhammadyar@ciitwah.edu.pk. ©2019 International Transaction Journal of Engineering, Management, & Applied Sciences & Technologies. Volume 10 No.15 ISSN 2228-9860 eISSN 1906-9642 CODEN: ITJEA8 Paper ID:10A15M <http://TUENGR.COM/V10A/10A15M.pdf> DOI: 10.14456/ITJEMAST.2019.220

## **2. LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT**

### **2.1 MATERIALISM AND COMMUNICATION WITH FRIENDS**

The procedure by which youngsters and youths obtain aptitudes, learning, and states of mind pertinent to their observing as buyers in the commercial center is characterized as buyer socialization. The two most famous personalities from where youth get inspired and know about things are either their parents or their friends (Anderson, 2004). Material belongings have two implications they speak to intending to their proprietors as in individual values and to society everywhere as in correspondence of qualities. Comparing yourself with someone who is below you as in wealth and status wise gives you a positive mean and if you compare yourself with someone that is higher in status as compared to you give more rise to materialism (Schiffman & Kanuk, 2004). Guardians and companions are essential models of support and acknowledgment and this support is critical to the improvement of solid confidence in youngsters and teenagers (Kasser & Kanner, 2004). Therefore, the first hypothesis is

$H_{01}$ : Social comparison with friends has no impact on the development of Materialism.

### **2.2 MATERIALISM AND COMMUNICATION WITH PARENTS**

A TV plug for individual advance administration included a father getting his child from a primary school. As a result of the father's modest outfit, the youngster moved in the opposite direction of him. The advertisement recommended that the father acquired cash starting the publicist as well as spruced up. The kid came back to the father's grip. Parents pass on materialistic values to their young ones by the representation of these values. Researchers have also reported positive correlations between materialism and socio-oriented family communication (Goldberg et al., 2003). Parents and siblings are key sources of support and acknowledgment, and this support is vital to the improvement of solid confidence in kids and youths. In this segment, we recommend that youths with more supportive parents and siblings have higher confidence, and therefore, find less requirement for material products to make up for sentiments of low self-esteem (Arndt et al, 2004). Hence, second hypothesis

$H_{02}$ : Communication with parents has a positive impact on the development of Materialism.

### **2.3 MATERIALISM AND SOCIAL COMPARISON WITH FRIENDS**

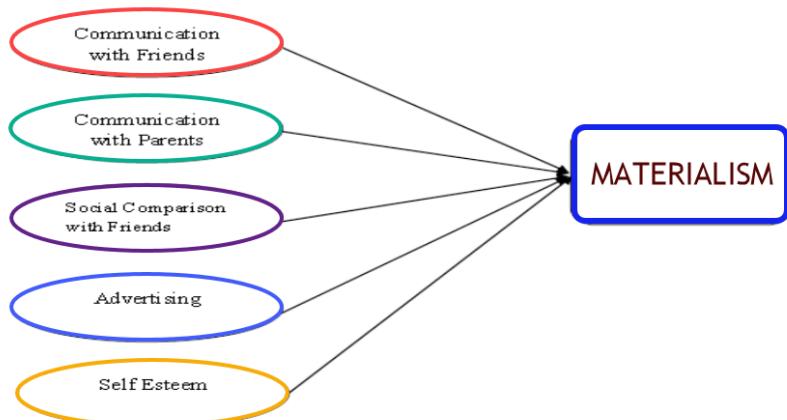
Materialism is antagonistic esteem since it conflicts with relational connections and is contrarily connected with satisfaction and subjective well-being (Kasser & Kanner, 2004). The estimation of the social face will maintain the owning of typical products to enhance individual approaches inside the social adapted values (Keong et al., 2012). Social comparison has been an imperative idea in the investigation of how consumers follow ideal pictures from advertisements and then they apply it on themselves (Gulas & McKeage, 2000). Youngsters need to figure another personality and set up self-governance from their parents. They progress toward becoming freer in their decisions. Subsequently, youngsters tend to look for individual connections that offer an incentive to their points of view and guarantee that their sentiments are caught on (Khan et al., 2019). Peer gatherings, with their mutual experience, are an inescapable wellspring of these connections. Therefore, youngsters like to relate to peers. The regular association with peers, considerably more successive than with guardians can prompt companions getting to be the essential reason for social correlation.(Collett-White & Saunders, 2001). Therefore, the third hypothesis is stated as

H<sub>03</sub>: Social comparison with friends has no impact on the development of Materialism.

## 2.4 MATERIALISM AND ADVERTISEMENT

Planned advertising impacts refer to kids' image mindfulness, mark states of mind, and buying goals. This examination concentrates on the not premeditated impacts of promoting, for illustration, on the family struggle and the materialistic qualities. At the end of the day, not deliberate impacts are the auxiliary, typically negative, impacts of kids' presentation to advertising (Xu, 2008). It has been confirmed that kids in early adolescence (ages two to seven) are more ineffective against significant data since they have less involvement and area particular learning that they can utilize while preparing advertisements (Buijzen & Valkenburg, 2003). Marketing tactics can promote materialism since it "focuses on what we have, not our identity" moreover it focuses on what should we do rather than who we are and what our ancestors have taught us about life Sirgy et al. (2012). Advertisements of goods and services and other consumables that are shown on the Television sometimes advertiser link them with the status which further creates materialism (Moschis et al., 2011). The fourth hypothesis of the study is stated as:

H<sub>04</sub>: Advertising has no impact on the development of Materialism.



**Figure 1:** The simple study framework of five factors affecting materialism.

## 2.5 MATERIALISM AND SELF ESTEEM

Most scientists trust that materialistic products are an instrument for people to adapt to or make up for questions about their security, skill, and self-esteem (Khan et al. 2019). The decrease in confidence from center youth to early youthfulness has been clarified by a few components, including physical changes going with pubescence that make youngsters extremely basic and reluctant, disparities between a perfect self and moving into middle schools where they are the most youthful and minimum imperative individuals of the school (Simmons & Simmons, 1994). Analysts have clarified that young people deal with their impressions by wearing brands and items utilized by their social circles and peers, for example, dress, music and even cigarettes, using them as props to look for an associate acknowledgment (Collett-White & Saunders, 2001). The confidence starts to bounce back and the accentuation on material belonging is diminished. As more established teenagers turn out to be more practical about their self-esteem and more alright with their social condition the requirement for adapting procedures to defeat emotions of low self-esteem turns out to be less earnest (McCarthy, 2005).

H<sub>05</sub>: Self Esteem has no impact on the development of Materialism.

\*Corresponding author (M.Yar Khan). Tel: +92 333 8575478. E-mail: muhammadyar@ciitwah.edu.pk. ©2019 International Transaction Journal of Engineering, Management, & Applied Sciences & Technologies. Volume 10 No.15 ISSN 2228-9860 eISSN 1906-9642 CODEN: ITJEA8 Paper ID:10A15M <http://TUENGR.COM/V10A/10A15M.pdf> DOI: 10.14456/ITJEMAST.2019.220

According to Kasser and Kanner (2004) Model, consumers including children and adolescents develop materialism through a sense of insecurity. On the basis of above discussion the proposed theoretical framework of the study is shown in Figure 1.

### **3. RESEARCH METHODOLOGY**

As the research is based on the adolescents so we float questionnaires among students of three universities namely COMSATS University, Bahria University, and Air University. Apart from them, E Questionnaires were float in order to check the response from throughout Pakistan. If someone living abroad wants to take data from Pakistan so this paper will be helpful that's why data was gathered from other respondents as well using Google forms. The questionnaires among 350 youth and about 350 responses were floated. The data has also collected the questionnaires over Google forms as well in order to see response of students and children sitting throughout in Pakistan just to make the research more effective. A standardized questionnaire was used for the collection of data in which Likert scale was applied which is from 1-5 (Strongly Agree to Strongly Disagree).

### **4. ANALYSIS OF DATA**

A total of 350 questionnaires were floated among students of three universities and 250 were received as well. Both male and female respondents participated actively and showed a very positive response towards this research. Some questionnaires were floated over the Google forms as well in order to see the response of people throughout Pakistan. Reliability means how much the procedures utilized for gathering and examination of data are required to be comparative in results to past reviews. Measuring unwavering quality gives data about how reliably the factors can be measured. Cronbach's alpha is the most generally used formula for measuring reliability on the basis of internal consistency.

#### **4.1 RELIABILITY ANALYSIS**

As per Malhotra (1987), the average minimum value for Cronbach's Alpha is between 0.5-0.9 and since the value of Cronbach's Alpha for Materialism is 0.728 for this study, it is sufficient to confirm the goodness of the measure. Table 1 shows the reliability values of all the variables under study.

**Table 1:** Reliability Statistics

Variables	Cronbach's Alpha	No. of Items
Materialism	0.728	9
Communication with Parents	0.521	4
Communication with Friends	0.521	4
Social Comparison with Friends	0.656	4
Self Esteem	0.656	4
Attention to TV Advertising	0.753	6

As the value of Cronbach's Alpha for Communication with Parents is 0.521 for this study, it is enough to confirm the goodness of the measure. Since the value of Cronbach's Alpha for Communication with Friends is 0.521 for this study, it is satisfactory to confirm the goodness of the measure. In this case, the value of Cronbach's Alpha Communication with friends is 0.656 for this study, it is appropriate to confirm the goodness of the measure. The value of Cronbach's Alpha is for Self Esteem is 0.656 for this study which is abundant to confirm the goodness of the measure. Since the value of Cronbach's Alpha is 0.753 for Attention to TV Advertising, it is ample to confirm

the goodness of the measure.

## 4.2 REGRESSION ANALYSIS

In statistical modeling, regression analysis is a statistical process for estimating the relationships among variables. It includes many techniques for modeling and analyzing several variables when the focus is on the relationship between a dependent variable and one or more independent variables (or 'predictors'). Explained in statistics, the coefficient of determination ( $R^2$ ) is used to calculate a prediction of future outcomes and test to what extent this model fits. The value of  $R^2$  ranges from 0 to 1.0, used to tell how much regression is fitting with the data on which regression analysis is applied. If the value of  $R^2$  is closer to 1.0, it indicates that regression line fits the data well and there is relationship between the dependent and independent variables. Similarly if this value is close to 0 that indicates there is no strong relationship between two variables in which relation is being checked and the model that is used in also not appropriate for the current studies. For this research data we have seen that the value is greater than 0.5 which is providing a clear indication that there is relationship between dependent and independent variables.  $R^2$  value in our case is 0.757 which proves that 75.7 variations in the dependent variable were proved through some variation in the independent variable. Table 2 shows the regression values of the model under investigation.

**Table 2:** Regression Analysis

Model	Unstandardized Coefficients		Beta	T	Sig.
	B	Std. Error			
1 (Constant)	0.852	0.068		12.606	<0.001
Communication with Parents (X1)	0.194	0.026	0.230	7.532	<0.001
Communication with Friends (X2)	0.464	0.049	0.735	9.381	<0.001
Social Comparison with Friends (X3)	0.366	0.049	1.093	13.412	<0.001
Self Esteem (X4)	-0.031	0.018	-0.071	-1.765	0.078
Attention to TV Advertising (X5)	0.576	0.028	1.021	20.356	<0.001
Adjusted R square	0.753		F value		214.132
a. Dependent Variable: Materialism					

The fitted model for this research is  $Y = 0.852 + 0.19*X1 + 0.464*X2 + 0.3660*X3 - 0.031X4 + 0.576*X5$ . This equation shows that that one unit change in our independent variable i.e. communication with friends brings a 0.19% change in the dependent variable whereas one unit change in communication with friends brings a change of 0.46% in the dependent variable. The one-unit change in our independent variable i.e. social comparison with friends brings a 0.66% change in the dependent variable. The one-unit change in our independent variable i.e. attention to TV advertising brings 0.57% change in the dependent variable. All these variables excluding self-esteem have positive relationship with materialism and hence prove that communication between friends, parents, social comparison with friends results in developing materialism in adolescents in Pakistan. Overall our analysis proves that variables chosen promote materialism in Pakistan.

## 5. DISCUSSION

Technology is playing a very important role in grooming the personalities of kids, youngsters, and professionals. Most of the time we do not need something but we buy them after watching the advertisement on the television or seeing someone using that particular item. In the same way,

\*Corresponding author (M.Yar Khan). Tel: +92 333 8575478. E-mail: muhammadyar@ciitwah.edu.pk. ©2019 International Transaction Journal of Engineering, Management, & Applied Sciences & Technologies. Volume 10 No.15 ISSN 2228-9860 eISSN 1906-9642 CODEN: ITJEA8 Paper ID:10A15M http://TUENGR.COM/V10A/10A15M.pdf DOI: 10.14456/ITJEMAST.2019.220

marketing plays a vital role in developing feelings in the buyer's mind. Marketing agencies and marketers should use marketing tools for healthy activities. There should be positive word of mouth rather than negative. It is the responsibility of marketers to create positive materialism among consumers and buyers. Brands should also create a positive image. The findings of this research have concluded some advisable behavior for marketers, groupmates, social gathering and guardians. Guardians and teachers ought to talk about with kids and teenagers how to adapt to their own status of material belonging. The Government of Pakistan should start a training and education program for the youths who are entering their professional life in which it should create some positive materialism in the mind of youths rather than negative values.

## 6. CONCLUSION

All studied variables, excluding self-esteem, have a positive relationship with materialism and hence prove that communication between friends, parents, social comparison with friends results in developing materialism in adolescents in Pakistan. Overall our analysis proves that variables chosen promote materialism in Pakistan. The outcomes showed that guardians are not so much mindful of the negative results materialism can have on their kids. It was likewise uncovered that the larger part of guardians and kids relate achievement, self-satisfaction to the responsibility for belonging. Communication with friends has an influence on materialism as when youth or students see their friends that what are they wearing, what's going on in their friends' life. The consumers also want to do that as they are communicating with their friends and hence it gives rise to materialism. Discussed in the literature review friends are role models for youngsters and most of the time young consumers follow their friends as role model and there is positive relationship between communication with peers and materialism. Social comparison with friends has also a positive relation with materialism as when students go out of the home and they start learning together with friends or hanging out with their friends they have been continuously watching and monitoring their friend's habits and noticing them and most of the time when people grow up when they enter in college and university they like to share their problems with their friends as well as level of confidence has been established between them and their friends. Likewise it gives there is continuous learning process and hence they follow their social gang's living pattern, their buying behavior, their likes and dislikes and hence give rises to materialism. So there is a constructive correlation between materialism and social comparison with friends. The estimation of societal correlation in this review included upward correlation as it were. Along these lines, the discoveries strengthen upward social correlation of utilization supports materialistic desires. As we have seen that there is a positive correlation between these advertising and materialism two. The outcomes show that significant consideration regarding notices was adequate to create effect on materialistic qualities. The proof in this review shows that restricting youngster's introduction to promotion may not be a powerful methodology in discouraging realism. TV had positive relationship with consideration regarding TV promoting. However, daily papers and the web had no positive relationship with consideration regarding TV advertising.

There might be two explanations behind it. In the first place, the time spent on daily paper was the most reduced between the four medium chose. The restricted time depleted on the medium may bring about an irrelevant effect on individual qualities. Second, as regard for TV advertising was measured and not a wide range of ads, it was sensible to uncover that respondents investing more

energy in the television course pay more regard for ads in that medium than respondents investing less energy in the TV programs.

## 7. AVAILABILITY OF DATA AND MATERIAL

Data can be made available by contacting the corresponding authors

## 8. REFERENCES

- Anderson, B. (2004). Migrant domestic workers and slavery The political economy of new slavery (pp. 107-117): Springer.
- Arndt, J., Solomon, S., Kasser, T., & Sheldon, K. M. (2004). The urge to splurge: A terror management account of materialism and consumer behavior. *Journal of Consumer Psychology*, 14(3), 198-212.
- Bindah, E. V., & Othman, M. N. (2012). Age and gender differences associated with family communication and materialism among young urban adult consumers in Malaysia: A one-way analysis of variance (ANOVA). *International Journal of Academic Research in Business and Social Sciences*, 2(11), 228.
- Buijzen, M., & Valkenburg, P. M. (2003). The effects of television advertising on materialism, parent-child conflict, and unhappiness: A review of research. *Journal of applied developmental psychology*, 24(4), 437-456.
- Collett-White, M., & Saunders, S. (2001). Materialism Link to Depression And Anger-Study. *Depression*.
- Goldberg, M. E., Gorn, G. J., Peracchio, L. A., & Bamossy, G. (2003). Understanding materialism among youth. *Journal of Consumer Psychology*, 13(3), 278-288.
- Gulas, C. S., & McKeage, K. (2000). Extending social comparison: An examination of the unintended consequences of idealized advertising imagery. *Journal of advertising*, 29(2), 17-28.
- Inglehart, R. (1981). Post-materialism in an environment of insecurity. *American Political Science Review*, 75(4), 880-900.
- Kasser, T. E., & Kanner, A. D. (2004). Psychology and consumer culture: The struggle for a good life in a materialistic world: American Psychological Association.
- Keong, L. L., Khor, M. L., Low, S. P., & Wong, Z. H. (2012). Awareness of Islamic banking products and services among non-Muslims in Malaysia. UTAR.
- Khan, M. Y., Javeed, A., Khan, M. J., Din, S. U., Khurshid, A., & Noor, U. (2019). Political Participation Through Social Media: Comparison of Pakistani and Malaysian Youth. *IEEE Access*, 7, 35532-35543.
- Khan, M. Y., Javeed, A., Mahmood, N., & Khan, W. (2019). Mobile Banking Service Quality and Customer Satisfaction: An Application of Carter Model. *Sarhad Journal of Management Sciences*, 5(1), 15-26.
- Kilbourne, W., Grünhagen, M., & Foley, J. (2005). A cross-cultural examination of the relationship between materialism and individual values. *Journal of Economic Psychology*, 26(5), 624-641.
- Malhotra, N. K. (1987). Validity and structural reliability of multidimensional scaling. *Journal of marketing research*, 24(2), 164-173.
- McCarthy, E. D. (2005). Knowledge as culture: The new sociology of knowledge: Routledge.
- Moschis, G., Sim Ong, F., Mathur, A., Yamashita, T., & Benmoyal-Bouzaglo, S. (2011). Family and television influences on materialism: A cross-cultural life-course approach. *Journal of Asia Business Studies*, 5(2), 124-144.
- Schiffman, L., & Kanuk, L. (2004). Consumer behaviour 8th Ed. NY: Prentice-Hall Inc.
- Simmons, C., & Simmons, C. (1994). Personal and moral adolescent values in England and Saudi Arabia. *Journal of Moral Education*, 23(1), 3-16.
- Sirgy, M. J., Gurel-Atay, E., Webb, D., Cicic, M., Husic, M., Ekici, A., . . . Johar, J. (2012). Linking advertising, materialism, and life satisfaction. *Social indicators research*, 107(1), 79-101.

- Ward, S., & Wackman, D. (1971). Family and media influences on adolescent consumer learning. *American behavioral scientist*, 14(3), 415-427.
- Xu, Y. (2008). The influence of public self-consciousness and materialism on young consumers' compulsive buying. *Young consumers*, 9(1), 37-48.



**Shahzad Zeb** is a Master's degree student at Bahria University Islamabad. He is working on the development of materialism among adolescents in Pakistan.



**Dr. Asif Khurshid** is an Assistant Professor at the Department of Management Sciences, Bahria University Islamabad, Islamabad, PAKISTAN. He holds PhD from International Islamic University, Malaysia. His research is in the domains of Marketing, Brand management, Consumer Behavior, and Product Development.



**Dr. Muhammad Yar Khan** is an Assistant Professor at COMSATS University Islamabad, Wah Campus, Pakistan. He has a Ph.D. in Accounting and Finance from Adam Smith Business School, University of Glasgow (Triple Accredited University) UK funded by Commonwealth Scholarship Commission. He obtained a Master of Science degree in Finance under a split program funded by ERASMUS MUNDUS Europe from Sanio University Benevento, Italy and MAJU Pakistan. He has another Master's degree in Business Administration from International Islamic University, Awarded with Distinction. His research areas are Corporate Governance, Corporate Finance, Islamic Finance, Islamic Banking, and Portfolio Management, as well as multidisciplinary subjects.



**Dr. Tahira Awan** is an Assistant Professor at the Department of Accounting and Finance, Faculty of Management Sciences, International Islamic University Islamabad. She has a PhD Degree from International Islamic University Islamabad. Her area of research is Corporate Finance, Islamic Finance, Corporate Governance, and Behavioral Finance.